

**KENTUCKY RETIREMENT SYSTEMS  
CLASS SPECIFICATION**

<b>CLASS TITLE:</b> CHIEF COMMUNICATIONS OFFICER	
<b>DATE CLASS ESTABLISHED:</b> 05/01/2016	<b>DATE OF LAST REVISION:</b> 05/01/2016
<b>SELECTION METHOD:</b> NON-STATUS, NON-COMPETITIVE	<b>SALARY: (MIN-MID) \$6,368 - \$7,959</b> <b>GRADE:</b> V

**MINIMUM REQUIREMENTS:** MINIMUM REQUIREMENTS ARE COMPREHENSIVE STATEMENTS OF THE MINIMUM BACKGROUND AS TO EDUCATION, EXPERIENCE, AND OTHER QUALIFICATIONS WHICH WILL BE REQUIRED IN ALL CASES AS EVIDENCE OF AN APPOINTEE'S ABILITY TO PERFORM THE WORK PROPERLY.

**EDUCATION:** Bachelor's degree in Business Administration, Communications, Public Relations, Journalism, English or related field from an accredited college or university. Master's degree preferred.

**EXPERIENCE:** Ten (10) years of full-time, progressively responsible communications, public information, public or media relations, journalism, or related experience. Possesses sufficient skills and knowledge to perform all parts of the job effectively and efficiently. Excellent verbal/written communication and PC proficient.

**SUBSTITUTION FOR MINIMUM REQUIREMENTS**

**EDUCATION:** none

**EXPERIENCE:** None

**SPECIAL REQUIREMENTS:** (AGE, LICENSURE, REGULATION, ETC.)

**CHARACTERISTICS OF THE CLASS:** CHARACTERISTICS OF A CLASS ARE GENERAL STATEMENTS INDICATING THE LEVEL OF RESPONSIBILITY AND DISCRETION OF POSITIONS IN THAT JOB CLASSIFICATION.

Provides overall general direction for all areas within Communications including but not limited to media management, website, web portals, social media, member outreach, employee outreach, and publications & graphics; serves as primary designated communications program advisor to Chief Operations Officer / Deputy Executive Director; and performs other duties as required.

**EXAMPLES OF DUTIES OR RESPONSIBILITIES OF THE CLASSIFICATION:** EXAMPLES OF DUTIES OR RESPONSIBILITIES ARE NOT TO BE CONSTRUED AS DESCRIBING WHAT THE DUTIES OR RESPONSIBILITIES OF ANY POSITION SHALL BE AND ARE NOT TO BE CONSTRUED AS LIMITING THE APPOINTING AUTHORITY'S ABILITY TO ADD TO, OR OTHERWISE ALTER THE DUTIES AND RESPONSIBILITIES OF A POSITION. THE USE OF AN INDIVIDUAL EXPRESSION OR ILLUSTRATION AS TO DUTIES OR RESPONSIBILITIES SHALL NOT BE REGARDED AS EXCLUDING ASSIGNMENT OF OTHERS NOT MENTIONED WHICH ARE OF SIMILAR KIND OR QUALITY.

Provides oversight and strategic directions to the agency's communications functions across the agency while working closely with the KRS Board of Trustees, Executive Director, Deputy Executive Director, Chief Investment Officer, Chief Benefits Officer, and General Counsel. Carries out supervisory responsibilities in accordance with KRS policies and applicable laws for the Communications Division. Responsible for the development and coordination of short and long term communications goals for; employer, member, and employee information and education. Manages and maintains good media (press) relations. Oversees the development and maintenance of the KRS website and business portals. Implements effective social media strategies, monitors industry trends/issues in retirement, pension, and health insurance and responds effectively and timely to media events. Prepares the annual communications plan for the organization; identifies recurring projects that require updates based on system needs and legislative changes; coordinates with KRS business areas to identify special projects/needs and incorporate them into the annual plan. Reviews proposed and enacted legislation affecting agency programs to ensure effective communications impacting agency programs, members, and employees. Plans, organizes, coordinates, directs, and monitors activities of newsletter production, graphics and video production. Manages design and production of brochures, manuals, forms, reports, and publications for both pension and insurance benefits within budget guidelines. Manages the member education program and attends member-related events as needed. Works closely with Employer Reporting, Education and Compliance to develop communication materials, video, and training for participating agency reporting personnel. Monitors communications metrics and satisfaction surveys for communication efforts effectiveness. Uses PC and various other pieces of office equipment.

**TYPICAL WORKING CONDITIONS AND UNIQUE PHYSICAL REQUIREMENTS:** INCUMBENTS IN THIS CLASSIFICATION WILL TYPICALLY PERFORM THEIR PRIMARY JOB DUTIES UNDER THESE CONDITIONS; HOWEVER, THESE CONDITIONS MAY CHANGE ON OCCASION IN PERFORMING THE DUTIES OF AN INDIVIDUAL POSITION.

Work is typically performed in an office setting. Some travel required.

THE KENTUCKY RETIREMENT SYSTEMS DOES NOT DISCRIMINATE ON THE BASIS OF RACE, ETHNIC ORIGIN, COLOR, CREED, RELIGION, GENDER, SEXUAL ORIENTATION, AGE, DISABILITY OR POLITICAL AFFILIATION. THIS DOCUMENT IS AVAILABLE IN ANY ACCESSIBLE FORMAT UPON REQUEST TO THE HUMAN RESOURCES DIVISION: KENTUCKY RETIREMENT SYSTEMS.